

Message Text

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PAGE 01 NEW DE 11541 281423Z
ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 /019 W
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FM AMEMBASSY NEW DELHI
TO USDOC WASHDC
INFO SECSTATE WASHDC 3069

UNCLAS NEW DELHI 11541

E.O. 11652: N/A
TAGS: AFIN BEXP IN
SUBJECT: AVAILABILITY OF ADDITIONAL INDIAN RUPEES FOR
MARKET RESEARCH

REF: (A) USDOC 12959 (B) USDOC 12710
(C) NEW DELHI 10621 (D) NEW DELHI 9976

1. EMBASSY AND CONSTITUENT POSTS ARE CURRENTLY ENGAGED IN CONDUCTING MARKET RESEARCH REQUIRED AS PART OF CY 1978 COUNTRY COMMERCIAL PROGRAM FOR INDIA. ACCORDINGLY IT WILL NOT BE POSSIBLE TO UNDERTAKE ADDITIONAL RESPONSIBILITY FOR OTHER MARKET RESEARCH DURING CURRENT FISCAL YEAR DUE TO PERSONNEL CONSTRAINTS. UNDER THE CY 1979 CCP, POSTS IN INDIA ARE REQUIRED TO RESEARCH AND SUBMIT TO USDOC FIVE MARKET STUDIES. WE WOULD APPRECIATE IF FUNDS CAN BE MADE AVAILABLE AS SOON AS POSSIBLE AFTER OCTOBER 1, 1978 SO THAT WE CAN UNDERTAKE THE PREPARATION AND SUBMISSION OF THE FIVE MARKET STUDIES AS EARLY AS PRACTICABLE. OUR COST ESTIMATES FOR EACH STUDY IS THE RUPEE EQUIVALENT OF US DOLS 3,500.

2. WE HAVE BEEN IN CONTACT WITH SELECTED MARKET RESEARCH FIRMS IN INDIA SUCH AS TATA CONSULTANCY,
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OPERATIONS RESEARCH GROUP, KIROLOSKAR CONSULTANTS, MARKET AND ECONOMIC RESEARCH BUREAU AND THE NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH TO EXPLORE THE POSSIBILITY OF CONTRACTING OUTMARKET RESEARCH TO THEM. THESE FIRMS HAVE QUOTED PRICES RANGING BETWEEN DOLS 11,500 TO DOLS 31,000 FOR EACH MARKET RESEARCH. THE COMPLETION TIME QUOTED BY THE PRIVATE CONT-

TRACTORS IS BETWEEN 10-15 MONTHS FROM DATE OF FIRM CONTRACT
AND AGREEMENT. PLEASE ADVISE IF USDOC WOULD LIKE
TO CONSIDER ASSIGNING MARKET RESEARCH TO THESE
PRIVATE ORGANIZATIONS SO THAT WE COULD SUBMIT
ADDITIONAL RESEARCH PROPOSALS FOR COMMERCE APPROVAL.

3. PLEASE AUTHORIZE FUNDS REQUESTED IN REF (C) AND
(D) ASAP TO ENABLE CONGEN, MADRAS TO MEET SHORT
DEADLINE FOR SUBMISSION OF REPORT ON INDUSTRIAL PROCESS AND
CONTROL INSTRUMENTATIONIN ACCORDANCE WITH THE COMPLETION
SCHEDULE.
GOHEEN

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Message Attributes

Automatic Decaptioning: X
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Decaption Date: 01 jan 1960
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Disposition Date: 01 jan 1960
Disposition Event:
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